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AXIS to Promote Healthy Living with World-class mHealth Service

AXIS launches automated messaging service to help subscribers with their health needs.

Jakarta – INDONESIA, 18 June 2012: AXIS, the fastest growing mobile operator in Indonesia, today announces the launch of a suite of mHealth services. Subscribers can now get text messages with information, hints and actionable tips that motivate and assist them in taking actions to achieve specific health goals like weight loss smoking cessation. These services are being provided in association with PurpleTeal, Inc., a US based health services provider. Subscribers can reply to a broadcast SMS or send an SMS to a short code to begin receiving the messages and tips.

As part of this phase, AXIS is rolling out services for the following:

LoseWeight© for subscribers who want to lose weight. The service sends two daily tips that embed the principles of awareness, preparation, action and repetition in order to delink the act of eating from triggers and to form new habits to avoid weight gain for the long term. The tips help subscribers stay focused on losing weight, and on dealing with cravings, urges and withdrawal symptoms. After the initial period, the service focuses on reinforcing the new habits and offering additional tips to cut calorie intake, increase physical activity and improve metabolism. To subscribe to this service, subscribers must send “Reg langsing” to 3477. Charges for the service are Rp1100 per sms.

QuitSmoke© for subscribers who want to quit smoking. Subscribers can get daily messages and actionable tips to help them reduce smoking and develop long term smoking avoidance habits, with the objective of eventually quitting completely. The service sends daily SMS messages with information, hints and tips to help smokers stay focused on quitting, and on dealing with cravings, urges and withdrawal symptoms, as well as tips and hints to avoid triggers and remain smoke-free. It is an ideal service for those who have recently made a resolution to stop smoking. To subscribe to this service, subscribers must send “Reg sm” to 3477. Charges for the service are Rp1100 per sms.

LiveWell© for subscribers who want to improve their general health and wellness. With rising healthcare costs and scarce resources, people do not always maintain good health habits such as exercising regularly, watching their diet, or going for recommended checkups. **LiveWell©** will help subscribers diligently and conscientiously monitor their health resulting in an improved quality of life. To subscribe to this service, subscribers must send "Reg sehat" to 3477. Charges for the service are Rp1100 per sms.

Daniel Horan, Chief Marketing Officer of AXIS says, *"Mobile phones are now becoming an essential part of modern life. People are always carrying mobile phones wherever they go, which provides a terrific platform to help them with health improvement. As an initial foray, we plan to rollout three groundbreaking health packages tips that motivate and prompt them to perform day to day actions for several health needs. The QuitSmoke© service will send messages to help them stay focused on smoking cessation. The LoseWeight© service will help develop better habits and be successful in maintaining a normal weight. The LiveWell© service will prompt them to perform day to day wellness and prevention actions that will lead to better general health. AXIS sees mHealth service as one of the ways we can deliver value to our customers and help businesses evolve."*

Narayanan Ram, CEO of PurpleTeal says. *"PurpleTeal is delighted to go live with this groundbreaking service for AXIS subscribers." "AXIS has taken the lead in bringing this novel service to its subscribers. We are delighted to expand the service to this part of the world. We look forward to helping their subscribers with their health care needs."*

About AXIS

AXIS launched its services in April 2008 and is already available in more than 400 cities across all major islands of Indonesia, including Java, Sumatera, Kalimantan, Sulawesi, Bali and Lombok. Headquartered in Jakarta, AXIS is the fastest growing GSM and 3G mobile operator in Indonesia with more than 17 million mobile subscribers with a team of more than 800 highly motivated people. AXIS' vision is to provide affordable communications to all Indonesians. In line with this vision, the company is aggressively expanding its services and coverage across the country. AXIS high-speed mobile broadband service has been launched in several major cities in Indonesia and will be continued to other areas this year. Detailed information about AXIS is available at www.axisworld.co.id

About PurpleTeal:

PurpleTeal, Inc. of Fremont, California, USA is a health services company. Their vision is to improve quality of life of individuals by helping them do a better job of taking care of their health. Their mission is to automate a personalized service that will engage individuals by informing, motivating and prompting them with timely messages, tips and prompts to take proper health actions. LoseWeight© for weight loss, and QuitSmoke© for smoking cessation LiveWell© are examples of health improvement services that are being delivered by PurpleTeal through mobile phones as well as via email and internet.

Website: <http://www.purpleteal.com>